

## **WPTA SED Executive Board Meeting February 12, 2019 - Google Hangout**

1. Call to order - 6:32 p.m. by Abby Inman, SED Chair
  - a. Attendance: Abby Inman, Megan Berezowitz, Lauren Hogan, Lee Coleman, Nathan Mantje
2. Lauren was re-elected Secretary/Treasurer and Megan was elected Vice Chair
3. Treasurer's Report
  - a. January 31, 2019 - \$11,398.72 (per state office balance sheet)
    - i. 12/11/2018 - SED Executive Board meeting - Pizza Man (\$94.92)
4. Finalize Miller Inn Meeting - contract paperwork to return to Kimberley - Lee to complete
  - a. \$50 set up fee for projector and screen - approved
  - b. Make sure we have a Mac adapter or HDMI too
    - i. Lauren emailed Tina Stoeckmann re: her computer, HDMI requirements
  - c. Kimberley is leaving the Miller Inn
    - i. Our new contact will be Heather Cramer, Hospitality Supervisor
      1. Email: Heather.cramer1@millercors.com
      2. Office Phone: 414.931.4947
      3. Cell Phone: 262.424.4695
  - d. Thank you to Tina - \$100 gift card + card
  - e. Sign in sheet, course survey, certificates - done by Lauren
5. WPTA Board Meeting - Saturday, February 9, 2019 in Madison
  - a. Abby attended state board meeting
  - b. Legislative updates -  
<https://docs.google.com/document/d/1MzHI-WmtjwBiPVAf0Ez87KNmhbf1aXxl-N-H1N0gKw/edit?usp=sharing>
  - c. Opioid PSA to local TV/Radio - need volunteers
    - i. Call radio & TV stations to put in a spot about physical therapy and how we can help with the opioid crisis
    - ii. Abby has script in an email - provide links for marketing plan from APTA
    - iii. Albojay Deacon, Jim Cummings = PR committee
  - d. PAC Fundraising
    - i. Funds at the lowest level since 2005 - \$335 - in comparison, chiropractors have \$100,000+
    - ii. Need to continue to network with legislators, build relationships especially following recent elections
    - iii. Fundraising important because we may open our practice act this year for a soft run with fingers crossed (because it's a budget year) or with a big push for next year
    - iv. Looking to solidify things such as PTA student supervision, dry needling, ordering DME equipment

- v. There is the risk of losing certain things if we open the practice act, especially if we don't have adequate PAC money
- vi. Ideas from the state board
  - 1. Challenging people to donate \$10/month for a year, or \$120
  - 2. 100% of state board - would be awesome if we could do this as a SED board and challenge the other districts as well
  - 3. Don't need to be a member of the WPTA to donate to WPTA PAC
    - a. WPTA advocates for profession regardless of whether or not you are a member - important!
  - 4. Some kind of social media challenge like the ALS Ice Bucket
  - 5. Facebook Live event? Connie Kittleson or lobbyists explaining PAC importance
  - 6. PAC donations -  
<https://wpta.org/political-action-committee/donations/>
  - 7.
- 6. Facebook
  - a. Abby's been trying to post a little more frequently - share posts from your own page
- 7. Continuing Education
  - a. Shared calendar for WPTA website
  - b. Course topics?
- 8. Meeting adjourned at 7:22 p.m. by Abby Inman